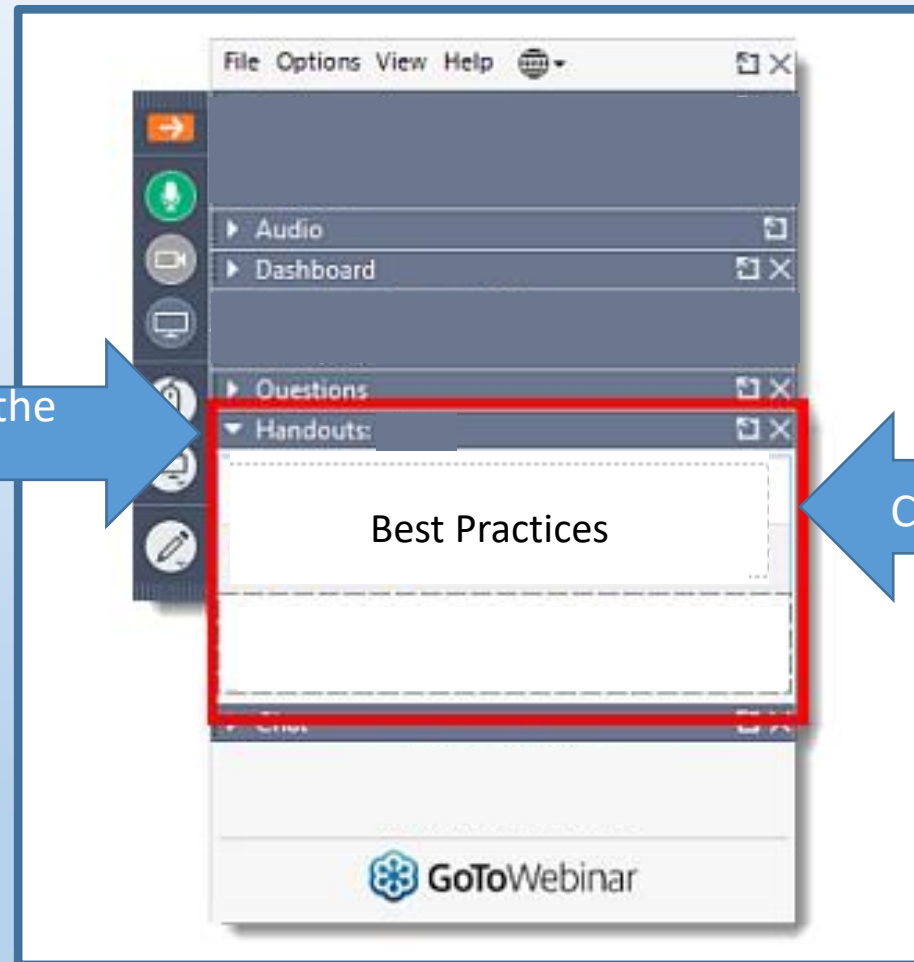


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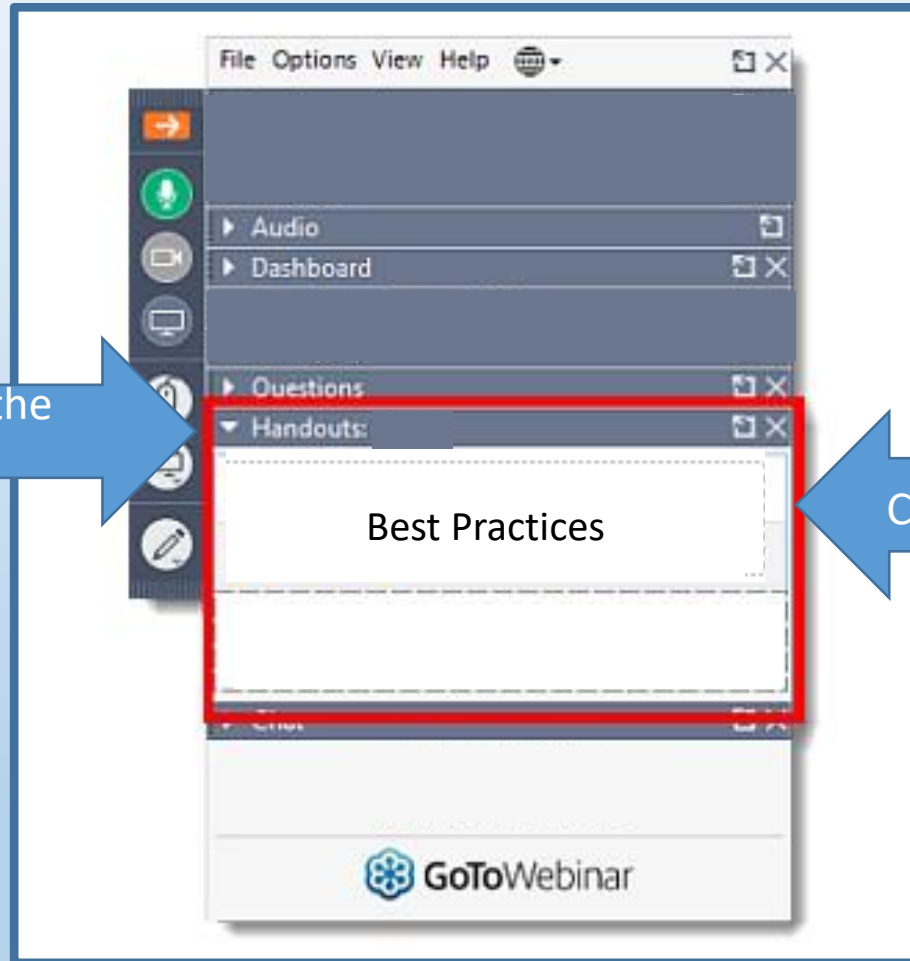
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Best Practices for Responding to the COVID-19 Pandemic

WELCOME!



Download Your Handout



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Grow your teams in all areas throughout their careers.

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Free COVID-19 Resources
for Multi-Family Properties

Learn More



COVID-19 Resource Center

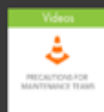
edge2learn

COVID-19 is a pandemic that has affected everyone in our industry both in business and personal life. We have technology that allows us to continue business interactions until things return to normal. With this in mind, we've created resources to assist you with adjusting and taking precautions as needed. Together, we'll keep the multi-family industry moving forward and ready to handle what comes next.

Your Partners at Edge2Learn and Ellis Partners



Precautions for Maintenance



Covid-19 Planning



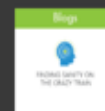
Leadership



Working From Home



Other Resources



A Partner You Can Trust!



Outside Resources: Learning from Others!



Ellis Virtual Mystery Shops

Shopping Report Score

	Possible Points	Earned Points	Percentage
First Impression Experience	15	0	0.0%
Information Gathering Experience	30	0	0.0%
Touring the Apartment Experience	23	0	0.0%
Closing Experience	21	0	0.0%
Follow Up Experience	11	0	0.0%
Virtual Leasing Experience Total	100	0	0.0%

Virtual Leasing Experience Mystery Shops

Ellis Self-Guided Tour Mystery Shops

Self-Guided Tour Mystery Shops

Shopping Report Score

	Possible Points	Earned Points	Percentage
Telephone Experience	100	0	0.0%
Telephone Total	100	0	0.0%
Onsite Greeting	10	0	0.0%
Onsite Information Gathering	10	0	0.0%
Onsite Tour	25	0	0.0%
Onsite Closing	25	0	0.0%
Follow-Up	30	0	0.0%
In-Person Total	100	0	0.0%
Grand Total	200	0	0.0%

Grand Total

200

0

0.0%

Thank you for joining us today!

Want to learn more?



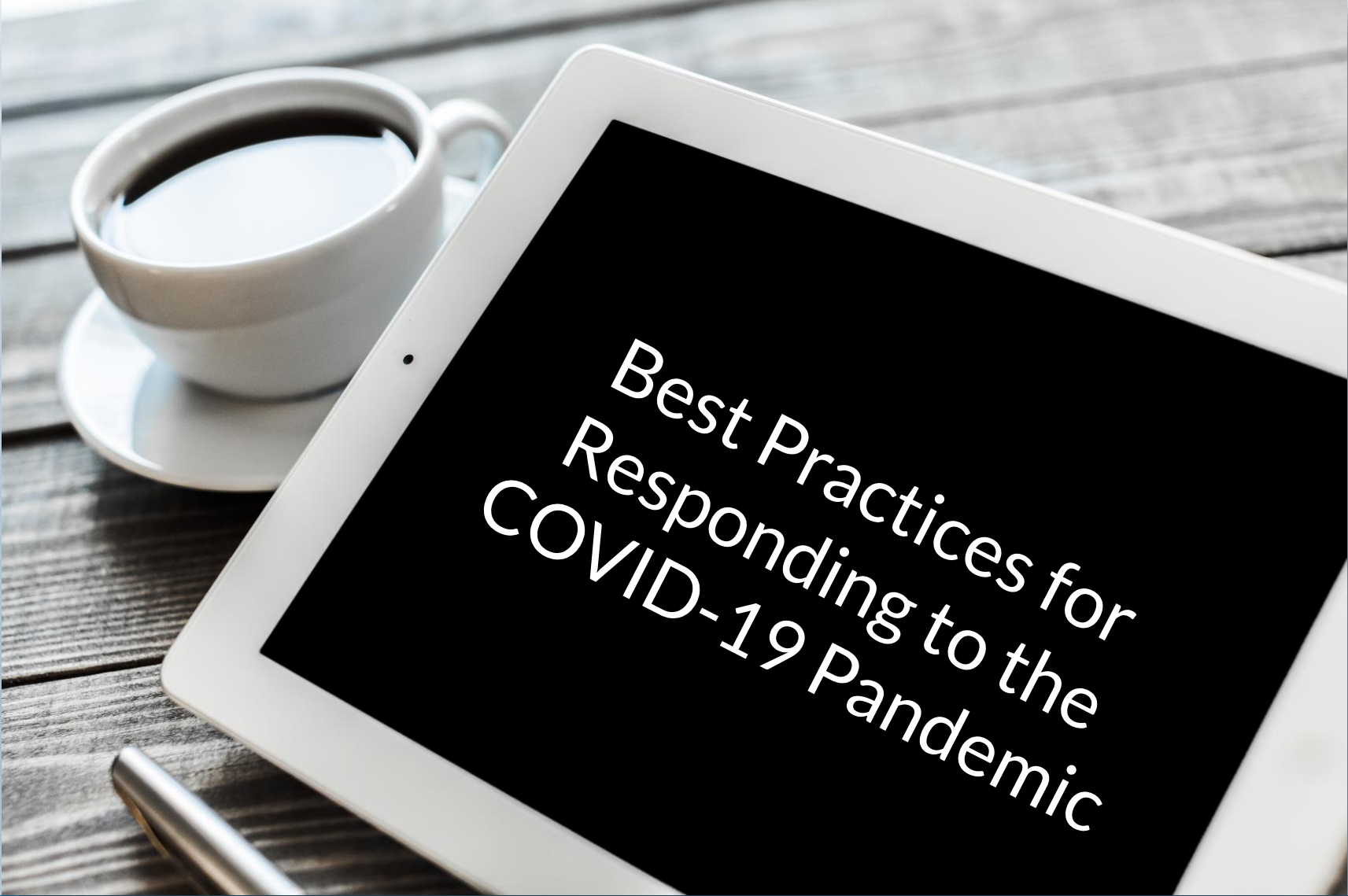
Pam Roberts Pederson

Director of Engagement and Communications
Edge2Learn

ppederson@edge2learn.com | (317) 881-8511



Today's Presentation!



Best Practices for Responding to the COVID-19 Pandemic

Meet Your Speaker

Jamin Harkness



- Jamin is the Executive Vice President, Partner at The Management Group, a southeast-based multifamily development and management company.
- He holds a Bachelor of Science Degree in Communication and has an MBA from Kennesaw State University and holds CAM and CAPS designations from the National Apartment Association.
- He an Apartment All Star speaker and has led national and local seminars on topics ranging from operations, technology and marketing.
- Jamin recently started a weekly Multifamily Leadership Huddle weekly webinar/conference call with industry leaders.

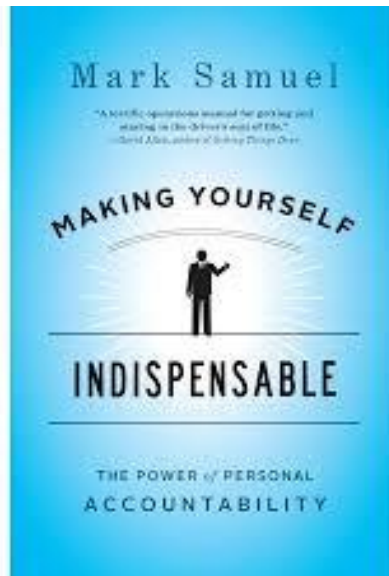
Roadmap for Today's Session

- The Accountability Loop
- Operational Adjustments (On-Site – Leasing Centers)
- Maintenance Service Adjustments
- Corporate Office Adjustments
- Repository
- Q&A



Accountability Loop

- Making Yourself Indispensable / The Power of Personal Accountability by Mark Samuel



My way is better!

- Friday, March 13, on Jamin's drive to work...
- To receive and evaluate ideas and resources from many companies; then to formulate your own action plan
- Absorb ideas then figure out which interpretation of the idea best works for your organization



Operational Adjustments

On-Site & Leasing Centers

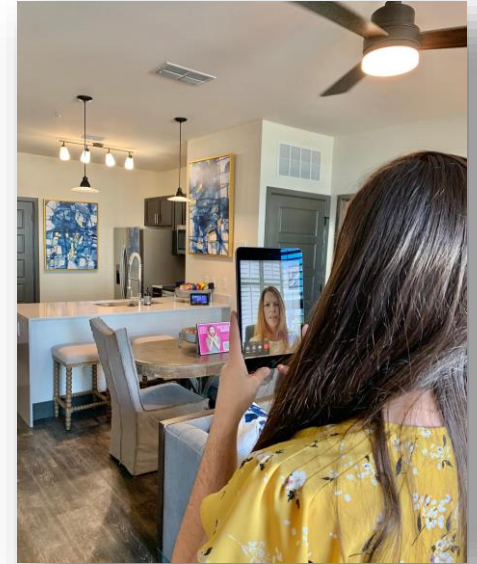
Leasing Offices Closed for Prospects/Tours

- First consideration office team members
- One person works daily in office, doors locked, curbside valet package pick up, move ins and move outs
- All other office team members work from home
- Transition from physical threshold to digital threshold



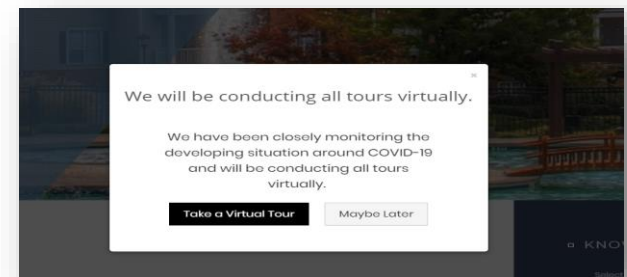
Virtual Tours

- Define it for your company (many types) & get organized
 - Video (record and send a link)
 - Produced at the property or at corporate level?
 - Consider online publishing, captions, account ADA, copywrite & Fair Housing
 - 1-1 Facetime—by appointment
 - Self-Guided Vacant Unit Tours – by appointment
 - Guided Virtual Tours –by appointment
 - Promote virtual tours with easy signage (fence banners, yard signs, modified panels)



Leverage Website

- Announce Virtual Tours
- Adjust “Appointment Scheduling” and nudges
 - Adjust to “Virtual Tour Scheduling”
- Enhance Amenity Pages (add photos)
- Add photos to Vacant Available Apartments
- Add video for each floor plan
- Utilize all features on website (location map)
 - Don’t have a map – fiverr.com or aptcards.com



Amenities

Community Amenities | Apartment Amenities

Community Amenities

- Putting Green
- Fitness Center
- Controlled Access/Gated
- Short Term Lease
- Recreation Room
- Pool
- Package Receiving
- On-Site Management
- On-Site Maintenance
- High Speed Internet
- Group Exercise
- Garage
- Free Weights
- Fire Pit
- Courtyard
- Clubhouse
- BBQ/Picnic Area
- Availability 24 Hours



Putting Green

Floor Plans

List View | Map View

Apartment #

1 Bed - 1 Bath | 657 sq. ft.

Virtual Tour

Birch



View Video

Starting at \$997.00 /month

3 Available Now

Apply Now

1 Bed - 1 Bath | 777 sq. ft.

Virtual Tour

Cypress



View Video

Starting at \$1,068.00 /month

8 Available Now

Apply Now

2 Bed - 2 Bath | 1,150 sq. ft.

Virtual Tour

Oak



View Video

Starting at \$1,292.00 /month

8 Available Now

Apply Now

Floor Plan : Hawthorne - 2 Bedrooms, 2 Bathrooms

View Brochure | View Video | View Floor Plan

Apartment	Sq.Ft.	Rent	Amenities	Date Available	Location	Action
#07201	1117	\$1,350-\$1,993	Details	Available	View Location	Select
#06308	1117	\$1,315-\$1,948		Available	View Location	Select

Floor Plan : Oak - 2 Bedrooms, 2 Bathrooms

View Brochure | View Video | View Floor Plan

Apartment	Sq.Ft.	Rent	Amenities	Date Available	Location	Action
#05104	1150	\$1,327-\$1,956	Details	Available	View Location	Select



2 / 4 | Open floor plan!



Rent * Deposit * Bd Ba Sq Ft **
\$1,500 * \$1,500 * 2 1 654

1 Available

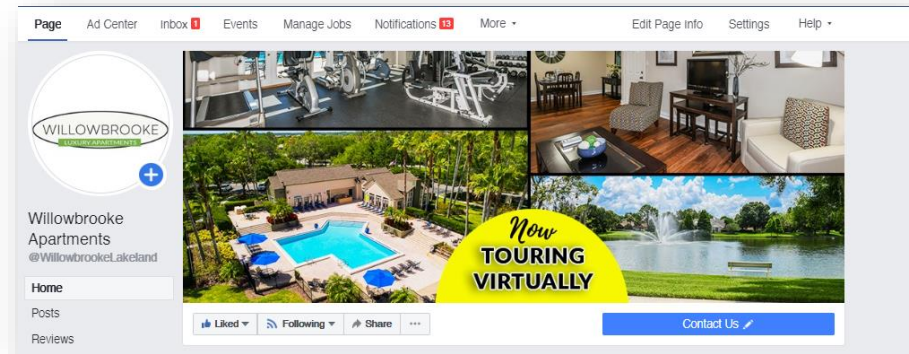
Links

★ Mark this as a favorite



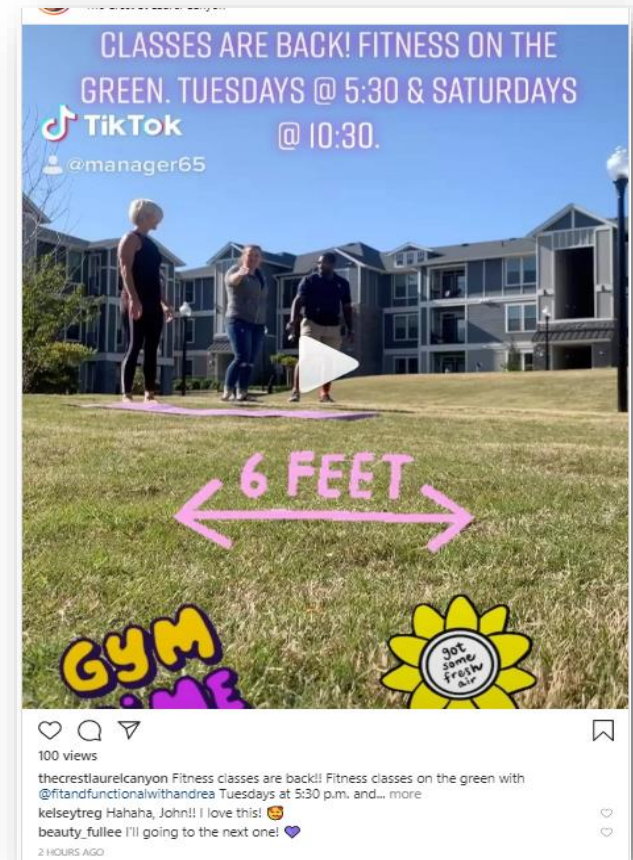
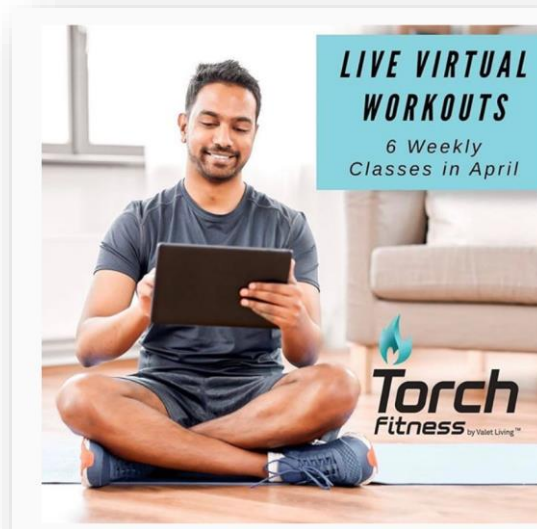
Social Media

- Lean into Social Media (respect mobile platform preference)
- Schedule Posts on multiple platforms
- Choose appropriate articles
- Creative Posts
 - Interact with Residents and Prospects
- Learn TikTok
- Now is good time for positive PR



Amenities

- Closed Fitness Center
- ADD online classes
- ADD outdoor classes



Daily Activity Reporting (DAR)

- For Leasing and Assistants
- Self Accountability
- Transparency for leadership/ownership into daily activities
- Adds structure for first time WFR's (Work From Home)
- Let's take a look...

CBL-DAILY ACTIVITY LEASING/ASSIST REPORTING FORM [#14]

 Wufoo <no-reply@wufoo.com>
To  Michelle Phyfer;  Jamin Harkness;  Krista Kountis;  Brooke Atsalis;  John Paul Diego
 If there are problems with how this message is displayed, click here to view it in a web browser.

Date *	Tuesday, April 14, 2020
Name *	Vince Maurer
Email *	leasing1@tmg-living.com
TMG Community *	The Crest at Berkeley Lake
Today, my work location was: *	Office
Time Checked In with Manager via Teams *	8:50:00 AM
Today I feel *	I just want all this to be over so I can go back to work
Today I checked Voicemail boxes at the beginning of the day, mid day and at the end of the day: *	Yes

Total # in Unreviewed Que at start of day: *	1
Total # in Unreviewed Que at end of day: *	0
Total # in My Que at start of day: *	7
Total # in My Que at end of day: *	0
Total # in Community Que at start of day: *	25
Total # in Community Que at end of day: *	0
Number of Leases I closed so far this week (beginning Monday--- work week Monday-Sunday) *	0
Number of Renewals I closed so far this week (beginning Monday--- work week Monday-Sunday) *	4
Delinquency Activity *	Lots and lots today. Had to do forensic accounting on 2 of them, Brandon and Jack, involving looking through all deposits and fi to fix Brandon, Then Jack, required multiple emails to try and explain, all the way back to March as well.

Leasing and Assistants: Describe Renewal Activities today: *	Worked on 2 more today. 1 has signed, but pet screening is not complete.
NTV Save Activities: *	None today.
SOCIAL MEDIA: Did you complete the SM activities on the SM Calendar for today? *	Ashley did.
RESIDENT CARE: what did you complete today? *	a few work order calls and check ups. research I had to do on two accounts was very important
How many prospects did you engage with today? Any virtual tours? Any hot leads? *	2. I did do a virtual tour for 1 of them. The other one I ran out of time tod tomorrow. It is a 3 bedroom, but does not match her floor preference. I to
Any resident interactions your Manager should know about? *	There were a couple, but I updated my manager throughout the interaction
Are you documenting Resident interactions via MEMOS in Yardi? *	Yes
Any other comments, etc?	Not today. It's super busy lately, I'm leaving work, exhausted as heck.
Rate the ease of use of this report? *	5

Communication with Residents

- Simple, Clear, Bullet Points
- Weekly
- Empathy Questions for Residents (source: Mark Howell)
 - How are you holding up with everything?
 - What can I do to make your situation better?
 - What has been the hardest part?



Pricing Strategies

- New Lease Pricing – FREEZE
- Renewal Offers
 - Extend at same rate
 - Modest increase
 - Extend MTM
- Save a NTV
 - Keep calling!



Technology Infrastructure

- Computers
- VOIP App on cell phone



Collection Strategies

- Deferred Rent over time
- Waive Late Fees
- Flexible Payment Arrangements
- NAA/GAA Addenda
- Scripted Responses

**PAYMENT PLAN AGREEMENT
(COVID-19 PANDEMIC)**

NAA
NATIONAL APARTMENT ASSOCIATION

LEASE CONTRACT DATE: _____
OWNER'S NAME: _____

RESIDENTS (LIST ALL RESIDENTS):

DWELLING UNIT DESCRIPTION.
Unit No. _____
(street address) in _____ (city), STATE _____ (zip code).

Dear Resident(s):
We understand COVID-19, the coronavirus, has directly affected many of our residents. Some residents have experienced a loss of wages, incurred new medical expenses or been laid off from their place of employment as a result of the COVID-19 pandemic.
For those who have been directly affected, we are providing flexibility for paying rent and other charges. This flexibility is executed: ☐ during the month of _____ following period of time _____.

In order to qualify for the terms of this agreement, the monetary hardship to us. This may be the sufficiency of such documentation.

For good and valuable consideration, the undersigned Resident(s) agree to a temporary payment plan as follows:

Payment Item	Currency
_____	_____

NOTICE OF TEMPORARY WAIVER OF LATE FEES

NAA
NATIONAL APARTMENT ASSOCIATION

LEASE CONTRACT DATE: _____
OWNER'S NAME: _____

RESIDENTS (LIST ALL RESIDENTS):

DWELLING UNIT DESCRIPTION.
Unit No. _____
(street address) in _____ (city), STATE _____ (zip code).

Dear Resident(s):
We understand COVID-19, the coronavirus, has directly affected many of our residents. Some residents have experienced a loss of wages, incurred new medical expenses or been laid off from their place of employment as a result of the COVID-19 pandemic. To ease the financial hardship and difficulties so many of our residents are facing, we are willing to waive certain late fees.

This notice relates to late fees for the non-payment of rent incurred during the period covering the dates beginning _____ and ending _____ (the "Waiver Period").

During the Waiver Period and provided you pay your monthly rent on or before the _____ of each month, we agree to waive the late fees that you incur under the Rent and Charges paragraph of your Lease Contract for the month in which rent is paid.

Maintenance Team Adjustments

2 Approaches

1. Emergency Work Orders Only
2. Business as usual with Enhanced Protections
 - Enhanced Protections
 - 3 Question Survey before each entry into an occupied apartment:
 1. Has anyone in the apartment home traveled internationally within the last two weeks?
 2. Does anyone in the apartment home have a fever?
 3. Is anyone in the apartment home taking care of someone who has been sick?
 - PPE Required: Gloves, Booties, Masks



Supplies

- Monitor availability of supplies
- Order 2 months of supplies at a time



Stay Busy List

- What other projects could be accomplished during this time?
 - Pressure Washing
 - Paint
 - Amenity cleaning
- More Residents at home = More Work Orders



Essential Worker Travel Authorization Letter

- One per Team Member
- Carry with you all times
- Benefit of Team Member understanding



March 25, 2020

To whom it may concern:

The Mayor/Governor placed restrictions on work and travel because of the Coronavirus. Both allow for activities and services related to functions of Essential Businesses.

An Essential Business includes Residential facilities and shelters for seniors, adults, and children. Performing functions such as plumbing, electrical and other services for maintaining essential operations of residents and the Essential Business (providing living arrangements) are excluded from the governmental restrictions concerning regular businesses. These services performed by Pegasus employees include maintaining the property, leases, and ensuring residents receive residential services.

Based on the governmental orders, personnel from Pegasus performing services essential for residents and the business of providing apartments are exempted from the work and travel restrictions.

Employee Name: _____


Location: _____

ANTHONY HUBBARD
DIRECTOR-HUMAN RESOURCES
Pegasus Residential LLC

Compensation Options

- Increase in hourly
- Bonus (one time discretionary)
- Add sick time

GL FILE DEPT. CLOCK NUMBER
RCP 216543 02470383 0

Earnings Statement 

Period ending: 00/00/0000
Pay date: 00/00/0000

XYZ Corporation
100 Corporation Crt.
New Town USA 10000

Social Security Number: 999 99 9999
Taxable Marital Status: Married
Exemptions/Allowances:
Federal: 3 \$25 Additional Tax
State: 2
Local: 2

JANE HARPER
101 MAIN STREET
ANYTOWN, USA 12345

Earnings	rate	hours	this period	year to date
Regular	10.00	32.00	320.00	16,640.00
Overtime	15.00	1.00	15.00	780.00
Holiday	10.00	8.00	80.00	4,160.00
Tuition			37.43 *	1,946.80
Gross Pay			\$ 452.43	23,526.80

Deductions	statutory	this period	year to date
Federal Income Tax	-	45.22	2,351.44
Social Security Tax	-	29.83	1,551.67
Medicare Tax	-	6.98	362.89
NY State Income Tax	-	17.37	903.24
NYC Income Tax	-	8.23	427.96
NY GUI/SDI Tax	-	0.60	31.20
Other			
Union Dues	-	5.00	100.00
401(K)	-	28.85 *	1500.20
Stock Plan	-	15.00	150.00
Life Insurance	-	5.00	50.00
Loan	-	30.00	150.00
Adjustment			
Life Insurance	+	13.50	
Net Pay			\$ 273.95

* Excluded from federal taxable wages
Your federal taxable wages this period are \$366.66

Other Benefits and Information

	this period	total to date
Group Term Life	0.51	27.00
Loan Amort Paid		840.00
Vac Hrs Left		40.00
Sick Hrs Left		16.00
Title	Operator	

Important Notes
EFFECTIVE THIS PAY PERIOD YOUR REGULAR HOURLY RATE HAS BEEN CHANGED FROM \$8.00 TO \$10.00 PER HOUR.
WE WILL BE STARTING OUR UNITED WAY FUND DRIVE SOON AND LOOK FORWARD TO YOUR PARTICIPATION.

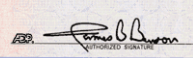
XYZ Corporation
100 Corporation Crt.
New Town USA 10000

Payroll check number: 02470383
Pay date: 00/00/0000
Social Security No. 999 99 9999

Pay to the order of: **JANE HARPER**
This amount: **TWO HUNDRED SEVENTY-THREE AND 95/100 DOLLARS** **\$273.95**

SAMPLE NON-NEGOTIABLE VOID VOID VOID
VOID AFTER 180 DAYS

THIS IS NOT A CHECK

AUTHORIZED SIGNATURE: 

02470383 00433016270 1006446402*

Corporate Team Member Adjustments

Alignment of Departments and Properties

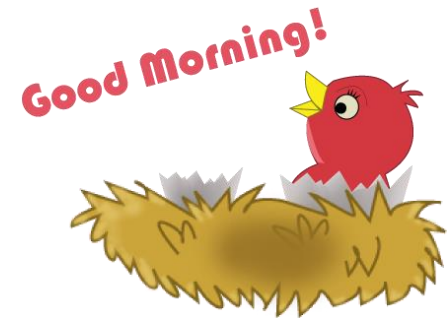
- Weekly calls and reporting from Property Manager and each corporate Department Head unify goals
- Better understanding of each job role



General Strategies

Daily Check In

- All Team Members
- Say, “Good Morning,” and “Good Evening” to your Supervisor
- Via:
 - Text
 - Teams



Have a nice evening!

Three purple flowers with yellow centers and green stems, positioned below the text "Have a nice evening!".

Team Meeting

- Important for goal alignment and continuity
- Regular Meetings for ALL positions
 - Agenda
 - Share Session
 - Ideas
 - Recognition



Covid-19 Employee Check In Survey

- Gauge Employee Sentiment
- FREE – from SWIFT BUNNY
 - 5 day run time
 - <https://swiftbunny.com/>
 - Easy Execution



- 1. I feel well-informed about updates to my company's response to COVID-19*
 - 2. My company is providing important and transparent information that is relevant to my job*
 - 3. Executive leadership has been visible and communicative during the COVID-19 pandemic*
 - 4. I believe executive leadership is making effective decisions in response to COVID-19*
 - 5. I am adapting well to changes in work conditions*
 - 6. I am confident in my company's ability to support our residents during the COVID-19 pandemic*
 - 7. I am receiving the support I need to perform my job*
 - 8. I am receiving the support I need regarding my personal needs*
 - 9. I feel safe carrying out my responsibilities during the COVID-19 pandemic*
 - 10. I am worried about how my life will be impacted in the future*
-

C-Suite Reporting

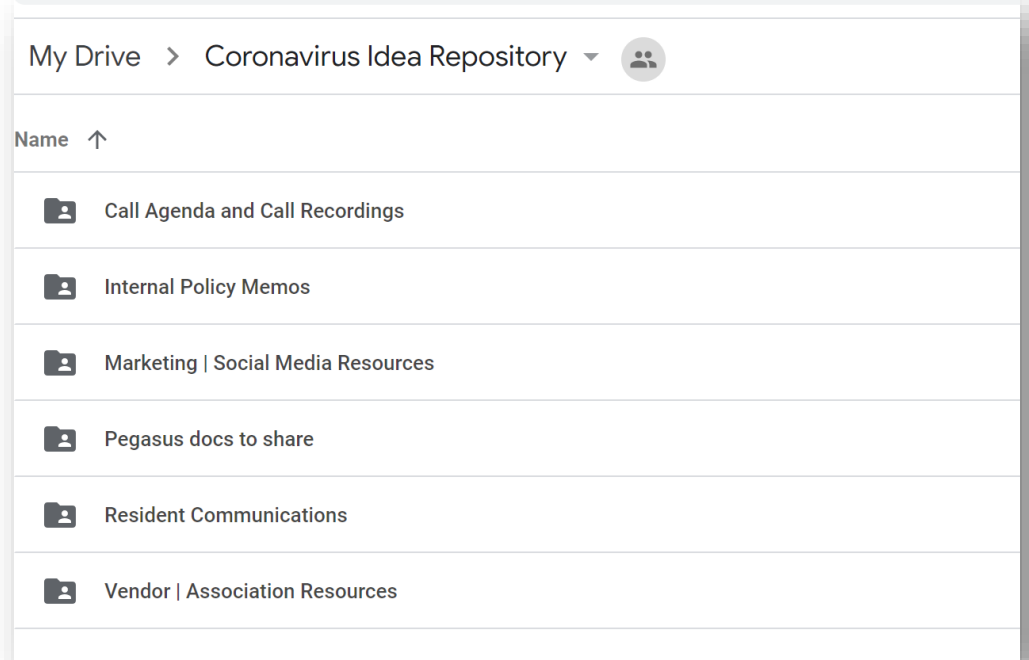
Anticipate Questions

- Accountability
- Collections
- Evictions
- Expenses
- Team Management
- Bring Solutions NOT Problems
- Update regularly (weekly and as requested)



Repository

- Email for access:
 - jharkness@tmg-living.com



Our Next Edge2Learn Webinars!

Managing Stress through the COVID-19 Crisis

**May 20, 2020
1:00pm – 1:30 pm CST**

**Register on
edge2learn.com**

Julie Doss



Our Next Edge2Learn Webinars!

Virtual Presentation Skills

May 28, 2020

1:00pm – 1:30 pm CST

**Register on
edge2learn.com**

Rommel Anacan



Our Next Edge2Learn Webinars!

We're Better Together: Property Management Approach to Emotional and Mental Health

June 4, 2020

1:00pm – 1:30 pm CST

**Register on
edge2learn.com**

John Sons





Questions?

From All of us at Edge2Learn

